

Code for America

Digital Service Delivery

SaraT (ST) Mayer
Chief Program Officer

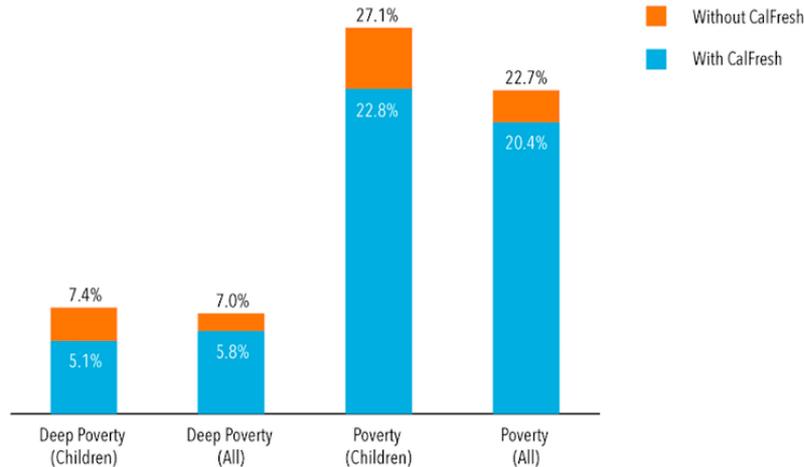
We believe the two biggest levers for creating change at scale are government and technology.

**Our vision is for
government that works in
the digital age.**

The tools exist today to maximize the programs we already have.

CalFresh Food Assistance Reduces Poverty and Deep Poverty Among Children and All Californians

Poverty and Deep-Poverty Rates for Children and All Californians, 2013-2015



Note: CalFresh is California's version of the federal Supplemental Nutrition Assistance Program. "Deep poverty" is defined as having net resources below 50% of the California Poverty Measure poverty threshold and "poverty," below 100% of the threshold.

Source: Budget Center analysis of data from the Public Policy Institute of California and the Stanford Center on Poverty and Inequality



California Budget
& Policy Center

Independent Analysis. Shared Prosperity.

Integrated Benefits Initiative

Create the “gold standard” for multi-benefits enrollment by showing what works for clients, local government and regulatory agencies.

Support the conditions for implementation.

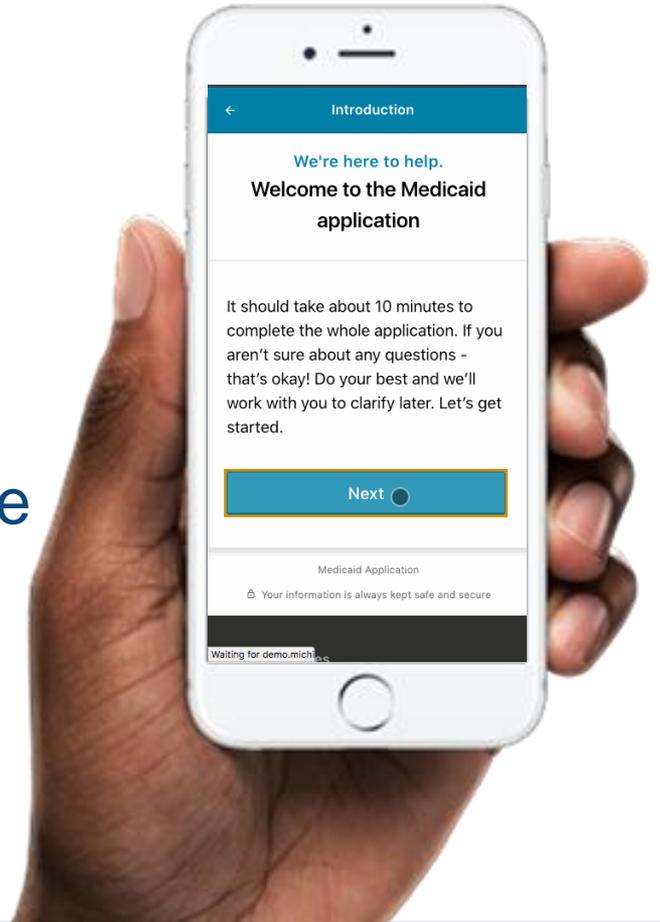
Working in states, with federal agencies and a network of others



A 10 minute application in Michigan; but 13 days to determine eligibility

- 1/5th the amount of time to complete
- 1/5th the amount of data required

- 7 min 19 seconds SNAP
- 6 min 4 seconds Medicaid



Most applicants have \$5 or less in their bank account.

The Rallying Cry

“10 Minutes, 1 Day”

Engaging and leveraging the insights of caseworkers

- 30 Feature Requests & Fixes
- 1-2 Day Turnaround Time

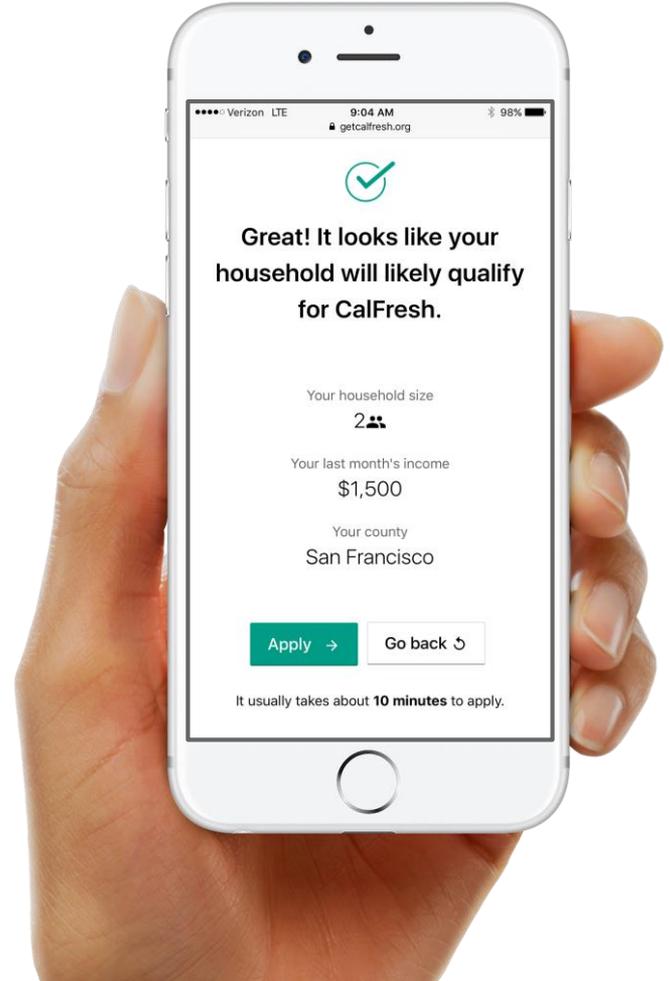


GetCalFresh.org

**Close the CalFresh
participation gap in CA.**

GetCalFresh simplifies the application and makes sure clients have what they need

- **8 minutes to complete** in plain English and Spanish
- Works on any device, **no download**
- **Live chat** for questions
- Customized exemption **flows for specific populations** like students or seniors
- Consistently refined application questions and prompts based off **user surveys & feedback**



We nudge applicants to complete all the necessary steps

- 90% of residents **opt-in** receive **timely reminders** via text or email
- **Confirmation** messages, reminders about **interviews**, and **document submission** from phone
- Clients have **dedicated, live support** from our staff



And clients can **easily upload**
verification documents





this one goes out to

ANYONE WHO COULDN'T FIND FREE PIZZA AT A CLUB MEETING TONIGHT. |

CalFresh is a state program that awards you up to \$193 a
month for groceries.

Select your county



Get started



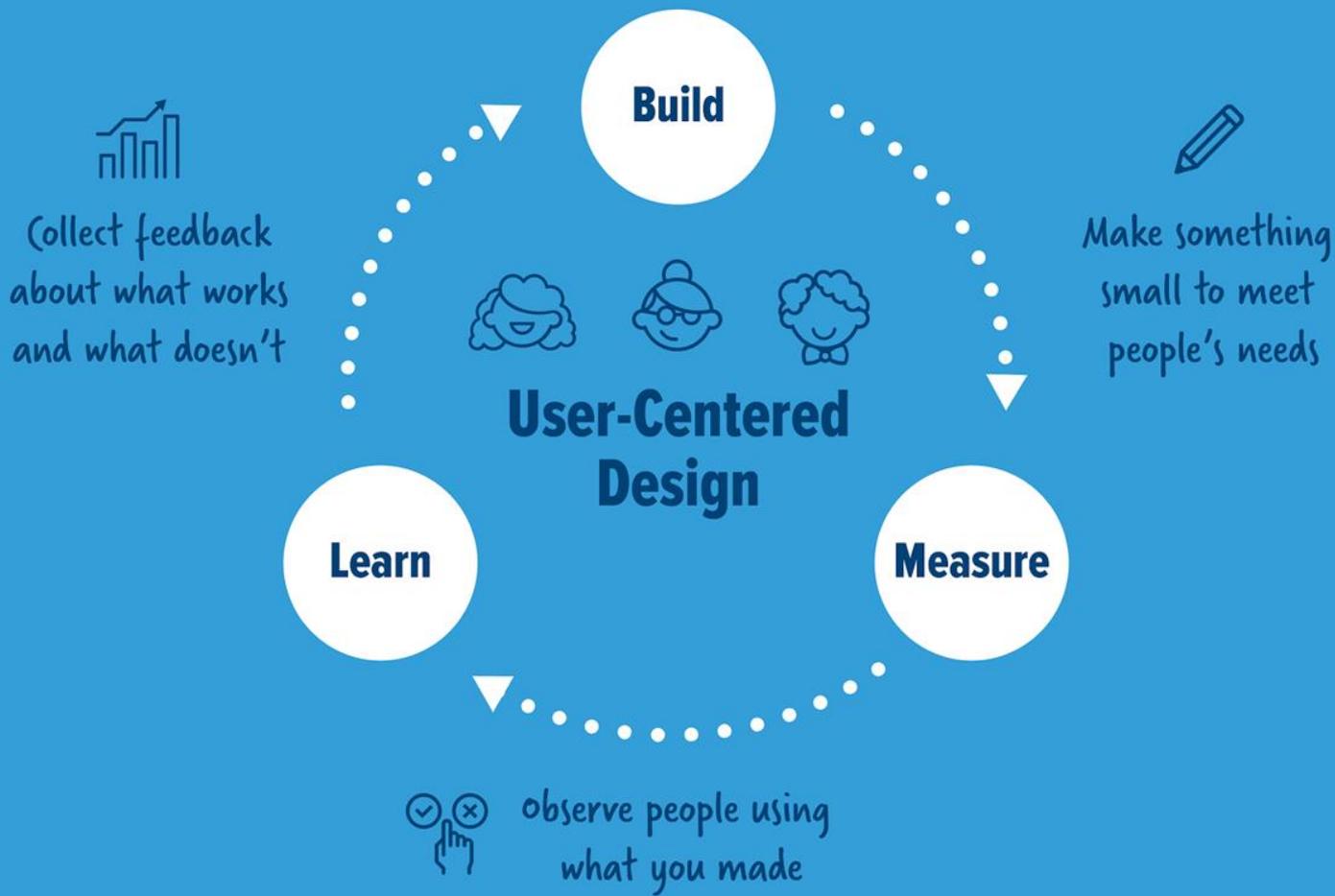
GetCalFresh is in these (33) counties

- Alameda
- Butte
- Colusa
- Contra Costa
- Del Norte
- El Dorado
- Fresno
- Glenn
- Humboldt
- Lassen
- Marin
- Modoc
- Monterey
- Nevada
- Placer
- Plumas
- Orange
- Sacramento
- Santa Cruz
- San Diego
- San Francisco
- San Luis Obispo
- San Mateo
- Santa Barbara
- Santa Clara
- Sierra
- *Siskiyou*
- Sonoma
- Solano
- Tehama
- Trinity
- Ventura
- Yolo

GetCalFresh is working

- **73%** of people who start an application, **complete** it
- Most applicant **outreach through Google and Facebook**
- **60% +** clients use a **mobile device**
- **Reaching students, seniors, rural communities**
- **16,000 applications submitted** each month
- **55%** approval rate
- **Increased online applications** avg. **32%**
- Make-up **20% of all applications** submitted

...and growing as we add more counties and channels



Build for how low-income people interact with technology and the barriers they face

- 40% of Google searches for food assistance are on a mobile device
- Most low-income people access the internet using a smartphone
- 25% of our clients do not have stable housing = no address where they get mail
- More than $\frac{1}{3}$ use prepaid phones

We start by focusing on

- Getting more people through the 1st door, and subsequent doors
- Directly supporting clients through the eligibility processes
- Ensuring clients retain benefits for as long as they are eligible

Then we leverage what we learn from delivering the service to

- Give our government partners data and a window into the client experience
- Change how residents experience their government
- Build the capacity of our partners to use technology as a tool for achieving the outcomes they care about

Questions?

ST Mayer, Chief Program Officer

stmayer@codeforamerica.org

415-867-9867